

Message Text

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15

ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 INR-10 NSAE-00 PA-04 RSC-01

USIA-15 PRS-01 SPC-03 SAM-01 EB-11 COME-00 AID-20

TRSE-00 OMB-01 AGR-20 DRC-01 /109 W

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R 151245Z FEB 74

FM AMEMBASSY SANTO DOMINGO

TO SECSTATE WASHDC 9849

UNCLAS SANTO DOMINGO 691

FROM AMBASSADOR

E.O. 11652: N/A

TAGS: OGEN, ETRD, DR

SUBJECT: OPERATION SHOESTRING - WINE AND CHEESE

REF : SD 665

1. AS PART OF THE EMBASSY'S DRIVE TO AUGMENT US EXPORTS, THE COMMERCI
AL

ATTACHE HAS BEEN DILIGENTLY PURSUING MEANS OF PROMOTING US WINES AND
CHEESE IN THE DOMREP. DUE TO HIS EFFORTS, I SHALL HOST A US WINE AND
CHEESE TASTING PARTY ON FEB 18, TO WHICH SOME FOUR HUNDRED GUESTS
HAVE BEEN INVITED. THE GUESTS INCLUDE ALL OF THE LOCAL POTENTIAL
WINE IMPORTERS, RESTAURATEURS, PRESS REPS AND SELECTED LEADERS OF
SOCIETY.

2. THE EVENT HAS BEEN MADE POSSIBLE THROUGH THE COURTESY OF THE
WINE INSTITUTE (OF CALIFORNIA), 717 MARKET STREET, SAN FRANCISCO,
CALIFORNIA 94103. OUR DIRECT CORRESPONDENCE WITH THEM REVEALED THAT
THE INSTITUTE IS VERY KNOWLEDGEABLE AND EXPERIENCED. ITS SENSE OF
PROMOTIONAL ACTIVITY IS WELL-DEVELOPED; ITS ATTENTION TO DETAIL IS
THOROUGH. AS A CONSEQUENCE OF OUR CORRESPONDENCE WITH MR. LARRY
CAHN OF THE PUBLIC RELATIONS OFFICE OF THE INSTITUTE, WE HAVE RECEIVED

WITHOUT COST A TOTAL OF 32 CASES OF DIFFERENT CALIFORNIA WINES,
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VALUED CIF AT OVER \$1,500. ELABORATE PROGRAMS FOR THE EVENT, SUGGESTED

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PRESS RELEASE, AND SUGGESTED REMARKS BY THE AMBASSADOR WERE ALSO PROVIDED BY THE INSTITUTE. ITS ATTENTION TO DETAIL WENT SO FAR AS TO FORWARD "NO SMOKING" SIGNS, SINCE THE INSTITUTE UNDERSTANDABLY DOES NOT WANT THE PROVING OF ITS PRODUCTS PREJUDICED BY POLLUTED PALATES. IN EXCHANGE, THE INSTITUTE HAS REQUESTED PHOTOS AND PRESS CLIPPINGS OF THE EVENT.

3. FORTY EMBASSY VOLUNTEERS HAVE JUST FINISHED A CHRASH COURSE CONDUCTED BY THE COMMERCIAL ATTACHE IN HOW TO POUR THE WINE, RINSE THE GLASSES, ETC. THE COMMERCIAL ATTACHE'S NEW-FOUND EXPERTISE IN THIS FIELD DERIVES FROM HAVING PORED OVER A SYLLABUS PROVIDED BY THE INSTITUTE.

4. THROUGH HIS EXCELLENT RELATIONS, THE COMMERCIAL ATTACHE HAS PERSUADED LOCAL CHEESE IMPORTERS TO DONATE SOME EIGHTY POUNDS OF AMERICAN CHEESES AS THEIR CONTRIBUTION TO THE ENTERPRISE. THE LOCAL BREAD AND CRACKER PEOPLE HAVE BEEN EQUALLY GENEROUS.

5. NOT ONLY WILL THIS EVENT ENHANCE FAMILIARITY WITH AMERICAN WINES ON THE PART OF A SIGNIFICANT NUMBER OF DOMINICANS, IT WILL STRETCH MY DWINDLING (ARA/EX PLEASE NOTE) REPRESENTATION ALLOWANCE. NO US FUNDS ARE INVOLVED--JUST OUR TIME, ENERGY AND INTESTINAL FORTITUDE.

6. ACTION PROPOSED: SINCE THE WINE INSTITUTE SEEMS EAGER AND EQUIPPED TO PROMOTE ITS PRODUCT BY FOOTING THE BILL AND DOING VIRTUALLY ALL OF THE WORK, THE DEPT MAY WISH TO DISTRIBUTE THIS MESSAGE FOR THEIR INFORMATION TO OTHER POSTS THAT MAY BE THINKING OF A SIMILAR UNDERTAKING.
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Message Attributes

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